

The **as-a-service** model is transforming the customer relationship

Brands are exploring how servitization can help them extend the customer relationship beyond the point of purchase

Businesses across all industries are shifting from product-centric businesses to service-centric businesses



IT and Technology

Cloud computing disrupted the IT industry, paving the way for the software-as-a-service revolution



Retail and Banking

Embedded finance is enabling retailers to build seamless, integrated customer journeys



Entertainment and Media

Streaming services reshaped the media, music, and entertainment industries



Consumer Goods

E-commerce subscriptions are already changing what we buy and how we buy it



Transport and Travel

Mobility-as-a-service offerings are slowly transforming urban mobility, from ride-hailing to e-scooters

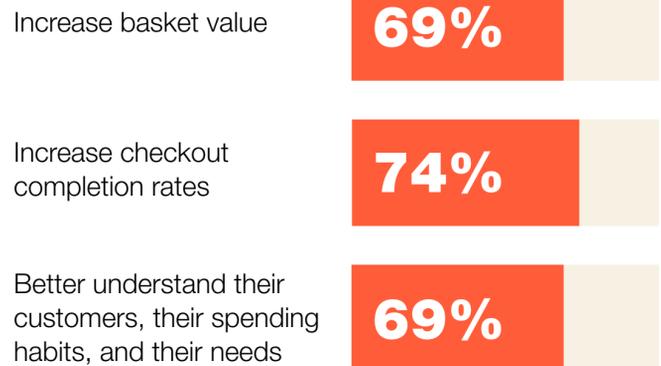
Brands are realizing the value that can be unlocked by the as-a-service model

Traditional businesses are embedding services into their offering or transitioning toward as-a-service models to better understand their customers

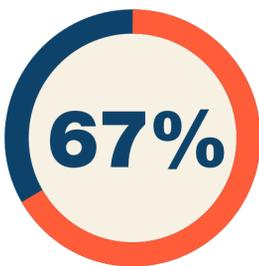
-  Digital payments and embedded finance
-  Reward programs and loyalty schemes
-  As-a-service product offerings

Embedded finance in particular is emerging as a valuable tool for improving both business outcomes and the customer experience

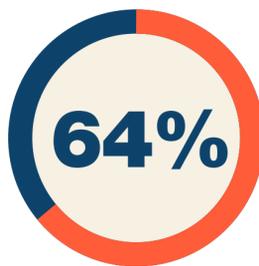
% of retailers believe embedded finance can help them:



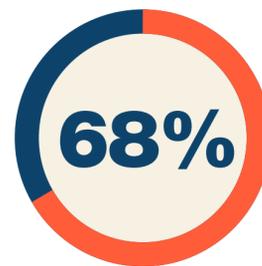
The consumer benefits of service-based offerings is clear, particularly for younger consumers that are most familiar with them



agree that brands offering their products as services can better understand their needs



agree that brands offering their products as services deliver a better experience



feel closer to brands that provide services beyond the point of purchase

Servitization allows businesses to better understand their customers, build longer lasting relationships, and deliver excellent customer experiences

According to our survey, **84% of businesses** believe companies in their industry will be more likely to offer service-based products in the next five years. In 2023, we will see brands from all market sectors embrace embedded services and service-based offerings to deliver best-in-class customer experiences

[Read more in Acxiom's Customer Experience Trends for 2023](#)